

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

B1 Claim 1 (previously presented): A system for on-line creation of a printable product, the system comprising:

at least one server accessible via a computer network, said at least one server storing defining data defining a plurality of printable products including one or more design elements, and a first program providing a user with modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing;

a client computer for accessing said server, wherein said at least one server downloads said first program and said defining data to said client computers; and

a printer operatively coupled with said client computer, wherein said first program assembles printing data for printing the printable product on the printer.

Claim 2 (original): A system according to claim 1, wherein said plurality of printable products includes at least one of: announcements, banners, business cards, calendars, greeting cards, certificates, craft cards, envelopes, gift tags, invitations, labels, message cards, origami, postcards, posters, stationary, and stickers.

Claim 3 (original): A system according to claim 1, wherein said client computer includes a browser program for accessing said web server, wherein said first program enhances the functionality of said browser program.

Claim 4 (original): A system according to claim 3, wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product.

Claim 5 (original): A system according to claim 1, wherein said defining data defines

at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements.

Claims 6-7 (Canceled)

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Claim 8 (currently amended): A system according to claim 7 1, wherein said assembly of printing data includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format.

Claim 9 (original): A system according to claim 1, wherein said modification function of said first program includes modification to at least one of : font, color, alignment, position within a panel, adding a design element, and deleting a design element.

Claim 10 (previously presented): A computer usable medium having computer readable program code means embodied therein for creating, modifying and printing of a printable product, the computer readable program code means comprising:

means for modifying a browser program on a personal computer of a user to allow the user to edit the defining data within the browser program:

means for downloading data defining a printable product;

modification means for modifying the defining data; and

print formatting means for formatting the defining data for printing.

Claim 11 (original): A computer readable program code means according to claim 10, wherein said modification means includes means for manipulating one or more design elements.

Claim 12 (original): A computer readable program code means according to claim 11, wherein said design elements includes at least one of: text, graphics, audio and video.

Claim 13 (previously presented): A computer readable program code means according to claim 10, wherein said print formatting means performs at least one of the following functions:

resizing, scaling, and division into panels associated with a fold format.

Claim 14 (previously presented): A method for generating a printable product using an online system accessible via a computer network, the method comprising:

storing on a server accessible via the computer network, data defining a plurality of printable products including one or more design elements;

storing on the server a first program to enhance the functionality of a web browser program by providing a user with modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing, wherein the assembly and modification functions occur within the web browser program on a client computer;

downloading the first program to the client computer accessing the server through the web browser program, to provide for the user modification and printing of a printable product at the client computer; and

printing the printable product on a printer operatively coupled to the client computer.

Claim 15 (previously presented): A method according to claim 14, wherein said plurality of printable products includes at least one of: announcements, banners, business cards, calendars, greeting cards, certificates, craft cards, envelopes, gift tags, invitations, labels, message cards, origami, postcards, posters, stationary, and stickers.

Claim 16 (original): A method according to claim 14, wherein said client computer includes a browser program for accessing said web server, wherein said first program enhances the functionality of said browser program.

Claim 17 (original): A method according to claim 16, wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product.

Claim 18 (original): A method according to claim 14, wherein said defining data defines at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements.

Claim 19 (original): A method according to claim 14, wherein said method further comprises using the first program to assemble printing data for printing the printable product on the printer.

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Claim 20 (original): A method according to claim 19, wherein said step of assembling printing data includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format.

Claim 21 (original): A method according to claim 14, where said modification function of said first program includes modification to at least one of: font; color, alignment, position within a panel, adding a design element, and deleting a design element.

Claim 22 (previously presented): A system for enabling a user to create and print a social expression product over a computer network, comprising:

a web server;

a personal computer of the user having means for communicating with the web server over the computer network;

a web browser located on the personal computer of the user;

a database storing defining data defining a plurality of printable products including one or more design elements, said database communicatively coupled to the web server;

a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data from the database, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and

a printer operatively coupled to the personal computer of the user, wherein the

user is able to print a social expression product at the personal computer of the user.

Claim 23 (previously presented): A system for enabling a user to create and print a social expression product over a computer network, comprising:

a web server;

a personal computer of the user having means for communicating with the web server over the computer network;

a web browser located on the personal computer of the user;

a storage device containing defining data defining a plurality of printable products including one or more design elements;

a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and

a printer operatively coupled to the personal computer of the user, wherein the user is able to print a social expression product at the personal computer of the user.

Claim 24 (previously presented): A system according to claim 23 wherein said storage devices is one of a group consisting of a remote storage device, a web server, a personal computer, and a storage medium.

Claim 25 (previously presented): A system according to claim 23, wherein said plug-in program further provides the user with means for adding design elements from an external source, said added design elements created by the user.

Claim 26 (previously presented): A computer readable program code means according to claim 10, wherein said data defining a printable product is stored on one of a group consisting of a remote storage device, a personal computer, and a portable storage medium.